A Short Resume of Ph. D. Research Entitled

"A Study of Impact of Newspaper Advertisement on Marketing of Products and Services in Jalna District."

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Research Guide

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Introduction:

Advertising is meant to make consumers buy products. It is a medium of information and persuasion. The effectiveness of an advertisement can be best judged by its ability to enhance sales. Advertisement can enhance sales only it they promise a benefit to the consumer. Advertising makes consumers aware of new products inform them about specific brands and educate them about particular product features and benefit. Advertising is an effective form of communication and is capable of reaching mass audience at relatively low cost per contract; facilitating the introduction of new products; and increasing the demand for the existing products by increasing top of mind awareness for established brands in mature products categories. Effective advertising persuades customers to try advertised products. Advertising keeps a company's brand fresh in the consumer's memory. When a consumer feels a need that is related to the advertised products, post advertising impact makes it possible for the advertiser's brand to come to the consumer's mind. Effective advertising increases the consumer's interest in mature brand and the like hood of purchasing that brand.

Advertisement:

Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Definition: Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

Description: Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people(endorsements).

The advertising industry is made of companies that advertise agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizes, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user.

Importance of Advertising

Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders,

or the customer. Advertising is an important part. Let's have a look on how and where is advertising important:

Advertising is important for the customers

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. Advertising plays a very important role in customer's life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers.

Advertising is important for the seller and companies producing the products

Yes, advertising plays very important role for the producers and the sellers of the products, because

- Advertising helps increasing sales
- Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.
- If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising

helps making people aware of the new product so that the consumers come and try the product.

- Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.
- The demand for the product keeps on coming with the help of advertising and demand and supply become a never ending process.

Advertising is important for the society

Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption, girl child killing, smoking, family planning education, etc. thus, advertising plays a very important role in society.

Jalna District Profile:

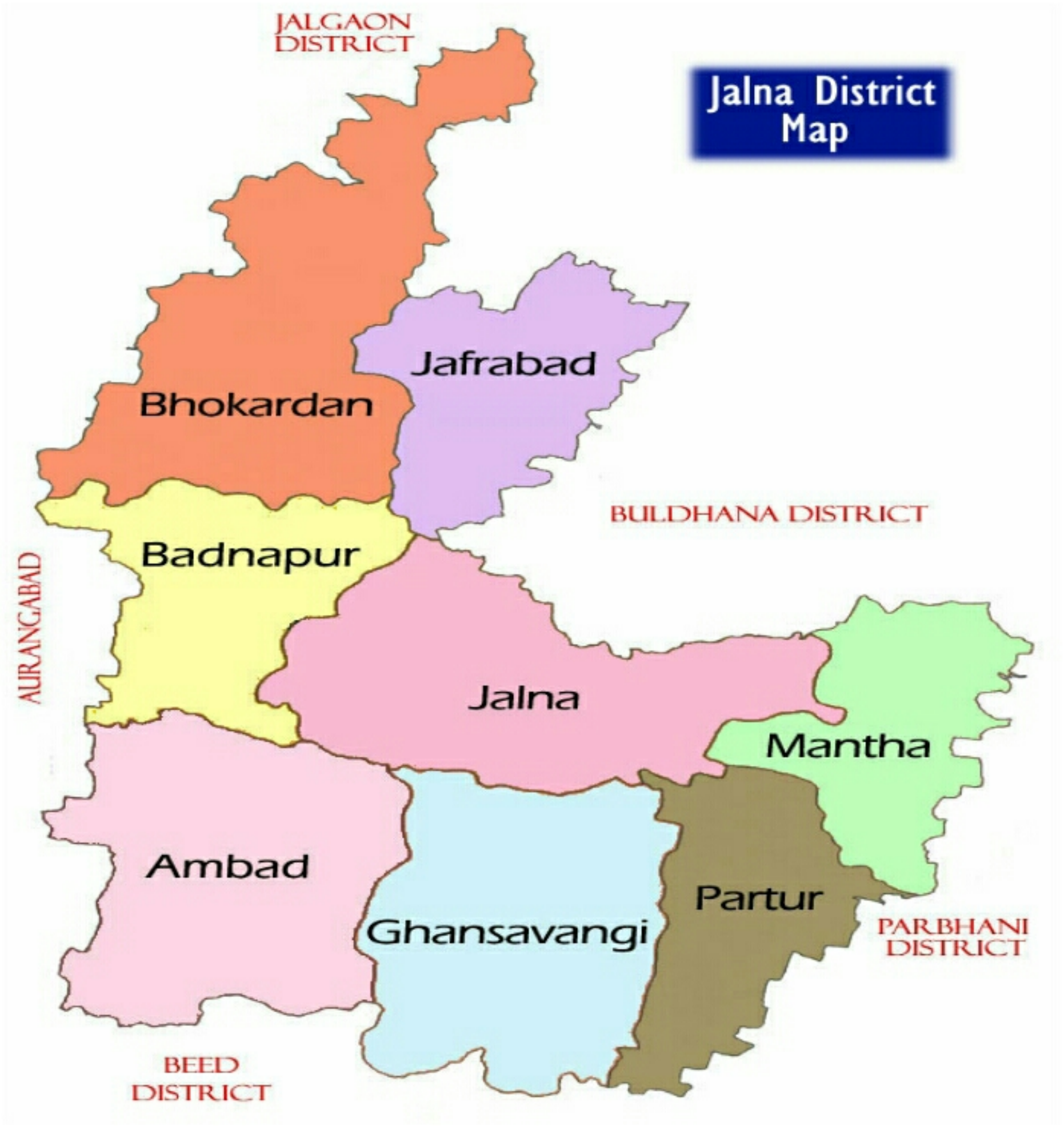
Jalna district is one of the seventh districts of Aurangabad Administrative Region. Prior to the year 1981, Jalna was one of the tehsil of Aurangabad district. It has been formed as a separate district with effect from 1st May 1981 bifurcating it from Aurangabad district. It has been declared as one of the backward districts of Maharashtra State. Earlier, Jalna district comprises of 5 talukas. Recently 3 more talukas viz. Badnapur, Ghansavangi and Mantha have been formed. The geographical area of Jalna district comprises of 2.53% of the area of Maharashtra State. The majority of its population is engaged in agricultural occupations and there is little industrial development in the district. In order to make rapid

industrialization possible and with a view to decentralizing the location of industries, the Govt. has made available a number of special concessions and incentives for the Jalna district.

Jalna district is approximately situated at the center part of Maharashtra state of Republic of India and in northern direction of Marathwada region. Specifically district lies between 19o1 north to 21o3 North Latitudes and 75o4 east to 76o4 East Longitude. Jalna was formerly a part of Nizam State and after included in the Marathwada region of Maharashtra state of India, as a tahsil of Aurangabad district. Jalna district erstwhile a part of Aurangabad district was formed on 1st May 1981 by carving out Jalna, Bhokardan, Jafrabad, Ambad tahsils of Aurangabad district and Partur tahsil of Parbhani district. The boundaries of Jalna district are adjacent to Parbhani & Buldhana on east, Aurangabad on west, Jalgaon on north and Beed on south. Jalna district covers an area of 7,612 Sq. Kms, which is 2.47 per cent of the total state area. The district head quarter is at Jalna & well connected to state capital and national capital by broad gauge railway line. Major towns of the state are also connected by state highways. Jalna district is well known for its hybrid seed industries, steel re-rolling mills, bidi industry & agro based industries like dal mill. The district is also known for the highest production of Sweet Lemon (Mosambi) in the state. The Jalna district came in to existence on 1st May 1981 with five tahsils namely Jalna, Ambad, Bhokardan, Jafrabad, Partur and one Jalna subdivision. The Jalna city declared as district head quarter. On 26th January 1992 one more Subdivision came in to

existence at Partur. On 15th August 1992 three new tahsils were reconstituted namely Mantha, Badnapur & Ghansavangi. On 15th Augus2013 there are 2 more Subdivision came in to existence as Ambad and Bhokardan. So at present there are 4 Sub-divisions, 8 Tahsils and 970 Villages in Jalna district.

Map No. 1.01: Jalna District Map.



Source: http://www.google.co.in

Research Methodology:

Data Collection:

The present study is based upon Primary and Secondary data. The secondary data will is collected from research books, previous research studies, research journals, Internet, Publish of Unpublished material. The collection of the primary data will be done through questionnaire method.

Samples Selected for Study:

In view of large number of the buyers or users it is unable to take all them as respondent so it has been decided to carry out a sample study. Hence, the sample respondents are selected from buyers and the service user. The respondent i.e. advertisers and readers selected for the study will be personally interviewed with the help of structured questionnaire. For this purpose, One English Daily, one Hindi Daily and two Marathi Dailies ware taken as sample in view of the composition of population. The buyers of goods and services who were influenced by News paper advertisement were taken into consideration. From the proper Jalna city & taluka 200 samples from each category is selected as well as Jalna district have 7 talukas and from each taluka 100 respondent are to be selected as a sample. Total sample of 900 buyers of goods and 900 buyers of service products were considered. Distribution of the sample is given in the following table

Table 1.01 : Sample size distribution

Sr. No.	Area	Sample size for Goods	Sample size for Service Products
01	Jalna	200	200
02	Badanapur	100	100
03	Ghansavangi	100	100
04	Bhokardan	100	100
05	Ambad	100	100
06	Partur	100	100
07	Mantha	100	100
08	Jafrabad	100	100
	Total	**900**	**900**

Data Analysis:

The data will be collected from the primary and secondary sources will be analyzed with the help of statistical tools and computer software in tables and graphs.

Aims and Objective:

1. To the study the newspaper advertisement for market strategy for goods and services in Jalna district.
2. To study the potential of newspaper marketing in providing support to the adviser for attending their objectives.
3. To examine the market segmentation of goods and service offered through newspaper.
4. To assess and evaluate the performance of the newspaper

advertisement in marketing goods and services.

5. To assess and analyze future scope of marketing through newspaper advertisement
6. To suggest new strategy and plans to suit the market in Jalna district.

Hypothesis

1. Sales promotion of selected goods and services through newspaper advertisement has resulted in increase sales.
2. Marketing strategy by goods and service providers through newspaper advertisement is changing with requirement of time pertaining to technological development and globalization
3. Buyer's behavior is changing due to newspaper advertisement in Jalna district.

Reference Period:

The reference period for the field investigation will be 2015-16 and the interviews of respondent will be conducted in the year 2016-17 in all the taluka's of Jalna district. The reference period, while collecting the secondary data is not restricted to particular number of years.

Scope of Study:

An attempt will have been made to examine the impact of the advertisement in newspaper on marketing goods and services of Jalna districts of Maharashtra State. Overall consumer behavior and impact of advertisement in newspaper is to be studied. The study though limited to selected respondent in Jalna district; the efforts will be made to universalize the findings applicable to the entire universe.

Limitations of Study:

Despite the researcher's best effort the present study will suffers from various limitations as the study will not covered the entire population of the buyers of goods and the service in the entire Jalna District due to limitation of both resources and time. It has covered only 1800 respondent i.e. 900 from each from buyers of goods and buyers of the service products. Attempt will be made to study the character of the population through the limited sample coverage. The result of this study should therefore, be viewed in the background of the limitations and shortcomings described in the foregoing paragraphs.

Chapters Scheme:

The Study is divided into the following six Chapters:

Chapter 1	:	Introduction and Research Methodology.
Chapter 2	:	Review of Literature.
Chapter 3	:	Background and Profile of the Jalna district.
Chapter 4	:	Marketing of Goods and Services Through Newspaper Advertisement
Chapter 5	:	Analysis and interpretation of the primary data.
Chapter 6	:	Findings, Conclusions and Suggestions.

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